

I. AMENDMENTS TO THE CLAIMS:

Please cancel claims 1-3, 7 and 8 without prejudice. Kindly amend claims 4-6, and add new claims 9-21 as follows.

The following claims will replace all prior listing, or versions, of claims in the above-captioned application.

Listing of Claims:

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Currently Amended) A backlight device comprising:

(a) a light guide plate that propagates, reflects and diffuses light, disposed at the rear surface side of a display device, wherein the light guide plate comprises

i. an entry face that light enters at one side of the light guide plate;

ii. an exit face disposed on a side of the light guide plate adjacent to a liquid crystal display device; and

iii. a lower face disposed opposing the side of the light guide plate nearest to the liquid crystal display device;

(b) a light source disposed at at least one end of the light guide plate; and

(c) a reflector that comprises a structured face, wherein the reflector is disposed at the lower face of the light guide plate and reflects light from the light guide plate, wherein the structured face includes an iteration of prism elements of trapezoidal section, disposed at the lower phase of the light guide plate;

wherein a crest line direction of the prism elements is disposed orthogonal to the entry

~~face of the light guide plate the reflector is the reflector according to claim 1.~~

5. (Currently Amended) The backlight device according to claim 4, wherein the using a light guide plate ~~has~~ having reflective elements integratedly formed on the ~~exit face~~ surface adjacent to a liquid crystal display device, ~~and the light guide plate~~ that emits light rays, by means of ~~the~~ these reflective elements, in the direction of ~~the~~ a reflector adjacent to ~~the lower face of the light guide plate~~ that face of the light guide plate opposing ~~the side of the light guide plate nearest to the liquid crystal display device~~.

6. (Currently Amended) The backlight device according to claim 5, wherein an anisotropic diffusion pattern is formed on the ~~lower face~~ surface of the light guide plate opposing ~~the surface on which the reflective elements are integratedly formed~~.

7. (Cancelled)

8. (Cancelled)

9. (NEW) The backlight device according to claim 4, wherein an anisotropic diffusion pattern is formed on the lower face of the light guide plate.

10. (NEW) The backlight device according to claim 5, wherein the reflective elements comprise V-shaped grooves, wherein an inclined face of the grooves is directed to face light sources so that an angle of inclination of the inclined face brings light from the entry face gradually to a first angle below a second angle for total internal reflection.

11. (NEW) The backlight device according to claim 6, wherein the reflective elements comprise V-shaped grooves, wherein an inclined face of the grooves is directed to face light sources so that an angle of inclination of the inclined face brings light from the entry face gradually to a first angle below a second angle for total internal reflection.

12. (NEW) The backlight device according to claim 4, wherein a rate of reflectivity of the reflector is not less than 75%, and a repetition cycle of the prism elements is 1-200 μm , and an angle formed by an oblique side of the trapezoidal section and a base thereof is 20-70° and a ratio of the sum of a length of an upper side of the trapezoidal section and a length of a gap between prism elements is a ratio in the range of 0.05-0.5 in relation to the repetition cycle of the prism elements.

13. (NEW) The backlight device according to claim 5, wherein a rate of reflectivity of the reflector is not less than 75%, and a repetition cycle of the prism elements is 1-200 μm , and an angle formed by an oblique side of the trapezoidal section and a base thereof is 20-70° and a ratio of the sum of a length of an upper side of the trapezoidal section and a length of a gap between prism elements is a ratio in the range of 0.05-0.5 in relation to the repetition cycle of the prism elements.

14. (NEW) The backlight device according to claim 6, wherein a rate of reflectivity of the reflector is not less than 75%, and a repetition cycle of the prism elements is 1-200 μm , and an angle formed by an oblique side of the trapezoidal section and a base thereof is 20-70° and a ratio of the sum of a length of an upper side of the trapezoidal section and a length of a gap between prism elements is a ratio in the range of 0.05-0.5 in relation to the repetition cycle of the prism elements.

15. (NEW) The backlight device according to claim 9, wherein a rate of reflectivity of the reflector is not less than 75%, and a repetition cycle of the prism elements is 1-200 μm , and an angle formed by an oblique side of the trapezoidal section and a base thereof is 20-70° and a ratio of the sum of a length of an upper side of the trapezoidal section and a length of a gap between prism elements is a ratio in the range of 0.05-0.5 in relation to the repetition cycle of the prism elements.

16. (NEW) The backlight device according to claim 10, wherein a rate of reflectivity of the reflector is not less than 75%, and a repetition cycle of the prism elements is 1-200 μm , and an angle formed by an oblique side of the trapezoidal section and a base thereof is 20-70° and a ratio of the sum of a length of an upper side of the trapezoidal section and a length of a gap between prism elements is a ratio in the range of 0.05-0.5 in relation to the repetition cycle of the prism elements.

17. (NEW) The backlight device according to claim 11, wherein a rate of reflectivity of the reflector is not less than 75%, and a repetition cycle of the prism elements is 1-200 μm , and an angle formed by an oblique side of the trapezoidal section and a base thereof is 20-70° and a ratio of the sum of a length of an upper side of the trapezoidal section and a length of a gap between prism elements is a ratio in the range of 0.05-0.5 in relation to the repetition cycle of the prism elements.

18. (NEW) The backlight device according to claim 4, wherein a height of the trapezoidal section of prism elements is constant.

19. (NEW) The backlight device according to claim 4, wherein a height of the trapezoidal section of prism elements is progressively decreasing.

20. (NEW) The backlight device according to claim 4, further comprising:

(d) an optical sheet disposed above the exit face of the light guide plate, wherein the optical sheet has a flat upper face and a lower face, and wherein reflective grooves forming a continuous prism-shaped construction are disposed on the lower face of the optical sheet.

21. (NEW) The backlight device according to claim 4, wherein the prism elements comprise a variety of prism films.